

ORDER



Orders

Order / Rev: 43186
Alt Order #: 27571111
Product Desc: Order
Estimate: C30N05
Flight Dates: 10/30/21 - 11/05/21
Original Date / Rev: 10/29/21 / 10/29/21
Order Type: GENERAL

KLKN-TV

Primary AE: Katz Washington, D.C.
Sales Office: DC
Sales Region: National

Agency

Name: Smart Media Group
Buying Contact:
Billing Contact:
 1427 Leslie Ave
 Alexandria, VA 22301

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser

Name: Herbster for Governor
Demographic: A35+
Product Codes: Candidates
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P-04

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/27/21	10/31/21	7	\$925.00	\$786.25
11/01/21	11/05/21	71	\$6,675.00	\$5,673.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2021	7	\$925.00	\$786.25	0.00
November 2021	71	\$6,675.00	\$5,673.75	0.00
Totals	78	\$7,600.00	\$6,460.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington, D.C.			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLKN-TV	32%	\$7,600.00
Market	100%	\$23,750.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KFXL	0%	\$0.00
KGIN	0%	\$0.00
KHAS	0%	\$0.00
KHGI	0%	\$0.00
KHNE	0%	\$0.00
KLNE	0%	\$0.00
KMNE	0%	\$0.00
KOLN	0%	\$0.00
KPNE	0%	\$0.00
KRNE	0%	\$0.00
KSNK	0%	\$0.00
KTNE	0%	\$0.00
KUON	0%	\$0.00
KWBL	0%	\$0.00
KWNB	0%	\$0.00
KXNE	0%	\$0.00

KYNE 0% \$0.00
UNKWN 68% \$16,150.00

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Flight Dates: 10/30/21 - 11/05/21

Advertiser: Herbster for Governor
Product Desc: Order
Estimate: C30N05
KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KLKN	11/01/21	11/01/21	Ch 8 News Midday M-F CM Ch 8 News Midday M-F		11a-12p	M-----	:30	2	\$50.00	P-05	0.00	NM	2	\$100.00
CHANNEL 8 EYEWITNESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	M-----					2	\$50.00		0.00			
N 2	KLKN	11/02/21	11/02/21	Ch 8 News Midday M-F CM Ch 8 News Midday M-F		11a-12p	-T-----	:30	2	\$50.00	P-05	0.00	NM	2	\$100.00
CHANNEL 8 EYEWITNESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	-T-----					2	\$50.00		0.00			
N 3	KLKN	11/03/21	11/03/21	Ch 8 News Midday M-F CM Ch 8 News Midday M-F		11a-12p	--W----	:30	2	\$50.00	P-05	0.00	NM	2	\$100.00
CHANNEL 8 EYEWITNESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	--W----					2	\$50.00		0.00			
N 4	KLKN	11/04/21	11/04/21	Ch 8 News Midday M-F CM Ch 8 News Midday M-F		11a-12p	---T---	:30	2	\$50.00	P-05	0.00	NM	2	\$100.00
CHANNEL 8 EYEWITNESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	---T---					2	\$50.00		0.00			
N 5	KLKN	11/05/21	11/05/21	Ch 8 News Midday M-F CM Ch 8 News Midday M-F		11a-12p	----F--	:30	2	\$50.00	P-05	0.00	NM	2	\$100.00
CHANNEL 8 EYEWITNESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	----F--					2	\$50.00		0.00			
N 6	KLKN	11/01/21	11/01/21	M-F 12p-1p M-F 12p-1p	CM	12p-1p	M-----	:30	2	\$25.00	P-05	0.00	NM	2	\$50.00
GMA3: WHAT YOU NEEDED T															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	M-----					2	\$25.00		0.00			
N 7	KLKN	11/02/21	11/02/21	M-F 12p-1p M-F 12p-1p	CM	12p-1p	-T-----	:30	2	\$25.00	P-05	0.00	NM	2	\$50.00
GMA3: WHAT YOU NEEDED T															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	-T-----					2	\$25.00		0.00			
N 8	KLKN	11/03/21	11/03/21	M-F 12p-1p M-F 12p-1p	CM	12p-1p	--W----	:30	2	\$25.00	P-05	0.00	NM	2	\$50.00
GMA3: WHAT YOU NEEDED T															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	--W----					2	\$25.00		0.00			
N 9	KLKN	11/04/21	11/04/21	M-F 12p-1p M-F 12p-1p	CM	12p-1p	---T---	:30	2	\$25.00	P-05	0.00	NM	2	\$50.00
GMA3: WHAT YOU NEEDED T															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	---T---					2	\$25.00		0.00			
N 10	KLKN	11/05/21	11/05/21	M-F 12p-1p M-F 12p-1p	CM	12p-1p	----F--	:30	2	\$25.00	P-05	0.00	NM	2	\$50.00
GMA3: WHAT YOU NEEDED T															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	----F--					2	\$25.00		0.00			
N 11	KLKN	11/01/21	11/01/21	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-----	:30	1	\$50.00	P-05	0.00	NM	1	\$50.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	M-----					1	\$50.00		0.00			
N 12	KLKN	11/02/21	11/02/21	M-F 4p-5p M-F 4p-5p	CM	4p-5p	-T-----	:30	1	\$50.00	P-05	0.00	NM	1	\$50.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/21	11/07/21	-T-----			1		\$50.00		0.00				
N 13	KLKN	11/03/21	11/03/21	M-F 4p-5p M-F 4p-5p	CM	4p-5p	--W----	:30	1	\$50.00	P-05	0.00	NM	1	\$50.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/21	11/07/21	--W----			1		\$50.00		0.00				
N 14	KLKN	11/04/21	11/04/21	M-F 4p-5p M-F 4p-5p	CM	4p-5p	---T---	:30	1	\$50.00	P-05	0.00	NM	1	\$50.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/21	11/07/21	---T---			1		\$50.00		0.00				
N 15	KLKN	11/05/21	11/05/21	M-F 4p-5p M-F 4p-5p	CM	4p-5p	----F--	:30	1	\$50.00	P-05	0.00	NM	1	\$50.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/21	11/07/21	----F--			1		\$50.00		0.00				
N 16	KLKN	11/01/21	11/01/21	Good Morning America Good Morning America	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	M-----	:30	2	\$90.00	P-05	0.00	NM	2	\$180.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/21	11/07/21	M-----			2		\$90.00		0.00				
N 17	KLKN	11/02/21	11/02/21	Good Morning America Good Morning America	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-T-----	:30	2	\$90.00	P-05	0.00	NM	2	\$180.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/21	11/07/21	-T-----			2		\$90.00		0.00				
N 18	KLKN	11/03/21	11/03/21	Good Morning America Good Morning America	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	--W----	:30	2	\$90.00	P-05	0.00	NM	2	\$180.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/21	11/07/21	--W----			2		\$90.00		0.00				
N 19	KLKN	11/04/21	11/04/21	Good Morning America Good Morning America	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	---T---	:30	2	\$90.00	P-05	0.00	NM	2	\$180.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/21	11/07/21	---T---			2		\$90.00		0.00				
N 20	KLKN	11/05/21	11/05/21	Good Morning America Good Morning America	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	----F--	:30	2	\$90.00	P-05	0.00	NM	2	\$180.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/21	11/07/21	----F--			2		\$90.00		0.00				
N 21	KLKN	11/01/21	11/01/21	Good Morning America Good Morning America	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	M-----	:30	1	\$90.00	P-05	0.00	NM	1	\$90.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/21	11/07/21	M-----			1		\$90.00		0.00				
N 22	KLKN	11/02/21	11/02/21	Good Morning America Good Morning America	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-T-----	:30	2	\$90.00	P-05	0.00	NM	2	\$180.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/21	11/07/21	-T-----			2		\$90.00		0.00				
N 23	KLKN	11/03/21	11/03/21	Good Morning America Good Morning America	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	--W----	:30	1	\$90.00	P-05	0.00	NM	1	\$90.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/21	11/07/21	--W----			1		\$90.00		0.00				
N 24	KLKN	11/04/21	11/04/21	Good Morning America Good Morning America	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	---T---	:30	2	\$90.00	P-05	0.00	NM	2	\$180.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Alt Order #: 27571111
Flight Dates: 10/30/21 - 11/05/21

Advertiser: Herbster for Governor
Product Desc: Order
Estimate: C30N05

KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/01/21	11/07/21	---T---		2			\$90.00	0.00					
N 25	KLKN	11/05/21	11/05/21	Good Morning America CM		8:00 AM-9:00 AM	----F--	:30	1	\$90.00	P-05	0.00	NM	1	\$90.00
				Good Morning America		(8:00 AM-9:00 AM)									
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/01/21	11/07/21	----F--		1			\$90.00	0.00					
N 26	KLKN	10/31/21	10/31/21	Good Morning America 5M		7a-8a	-----S	:30	1	\$70.00	P-05	0.00	NM	1	\$70.00
				Good Morning America Su											
				WEEKEND GOOD MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/25/21	10/31/21	-----S		1			\$70.00	0.00					
N 27	KLKN	10/31/21	10/31/21	This Week	CM	8a-9a	-----S	:30	1	\$65.00	P-05	0.00	NM	1	\$65.00
				This Week											
				THIS WEEK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/25/21	10/31/21	-----S		1			\$65.00	0.00					
N 28	KLKN	11/01/21	11/01/21	Ch 8 News at 5p M-F	CM	5:25 PM-5:30 PM	M-----	:30	1	\$190.00	P-04	0.00	NM	1	\$190.00
				World News Tonight											
				ABC WORLD NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/01/21	11/07/21	M-----		1			\$190.00	0.00					
N 29	KLKN	11/03/21	11/03/21	Ch 8 News at 5p M-F	CM	5:25 PM-5:30 PM	--W----	:30	1	\$190.00	P-04	0.00	NM	1	\$190.00
				World News Tonight											
				ABC WORLD NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/01/21	11/07/21	--W----		1			\$190.00	0.00					
N 30	KLKN	11/05/21	11/05/21	Ch 8 News at 5p M-F	CM	5:25 PM-5:30 PM	----F--	:30	1	\$190.00	P-04	0.00	NM	1	\$190.00
				World News Tonight											
				ABC WORLD NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/01/21	11/07/21	----F--		1			\$190.00	0.00					
N 31	KLKN	11/01/21	11/01/21	Ch 8 News at 5p M-F	CM	5p-530p	M-----	:30	1	\$150.00	P-05	0.00	NM	1	\$150.00
				Ch 8 News 5p M-F											
				CHANNEL 8 EYEWITNESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/01/21	11/07/21	M-----		1			\$150.00	0.00					
N 32	KLKN	11/02/21	11/02/21	Ch 8 News at 5p M-F	CM	5p-530p	-T-----	:30	1	\$150.00	P-05	0.00	NM	1	\$150.00
				Ch 8 News 5p M-F											
				CHANNEL 8 EYEWITNESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/01/21	11/07/21	-T-----		1			\$150.00	0.00					
N 33	KLKN	11/03/21	11/03/21	Ch 8 News at 5p M-F	CM	5p-530p	--W----	:30	1	\$150.00	P-05	0.00	NM	1	\$150.00
				Ch 8 News 5p M-F											
				CHANNEL 8 EYEWITNESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/01/21	11/07/21	--W----		1			\$150.00	0.00					
N 34	KLKN	11/04/21	11/04/21	Ch 8 News at 5p M-F	CM	5p-530p	---T---	:30	1	\$150.00	P-05	0.00	NM	1	\$150.00
				Ch 8 News 5p M-F											
				CHANNEL 8 EYEWITNESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/01/21	11/07/21	---T---		1			\$150.00	0.00					
N 35	KLKN	11/05/21	11/05/21	Ch 8 News at 5p M-F	CM	5p-530p	----F--	:30	1	\$150.00	P-05	0.00	NM	1	\$150.00
				Ch 8 News 5p M-F											
				CHANNEL 8 EYEWITNESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		11/01/21	11/07/21	----F--		1			\$150.00	0.00					
N 36	KLKN	11/01/21	11/01/21	Ch 8 News at 6p M-F	CM	6p-630p	M-----	:30	1	\$185.00	P-05	0.00	NM	1	\$185.00
				Ch 8 Eyewitness News 6p											
				CHANNEL 8 EYEWITNESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					

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KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	M-----		1				\$185.00		0.00			
N 37	KLKN	11/02/21	11/02/21	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p	CM	6p-630p	-T-----	:30	1	\$185.00	P-05	0.00	NM	1	\$185.00
CHANNEL 8 EYEWITNESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	-T-----		1				\$185.00		0.00			
N 38	KLKN	11/03/21	11/03/21	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p	CM	6p-630p	--W----	:30	1	\$185.00	P-05	0.00	NM	1	\$185.00
CHANNEL 8 EYEWITNESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	--W----		1				\$185.00		0.00			
N 39	KLKN	11/04/21	11/04/21	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p	CM	6p-630p	---T---	:30	1	\$185.00	P-05	0.00	NM	1	\$185.00
CHANNEL 8 EYEWITNESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	---T---		1				\$185.00		0.00			
N 40	KLKN	11/05/21	11/05/21	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p	CM	6p-630p	----F--	:30	1	\$185.00	P-05	0.00	NM	1	\$185.00
CHANNEL 8 EYEWITNESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	----F--		1				\$185.00		0.00			
N 41	KLKN	10/30/21	10/30/21	ABC World News Sat ABC World News Sat	CM	530p-6p	-----S-	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
ABC NEWS-SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/21	10/31/21	-----S-		1				\$150.00		0.00			
N 42	KLKN	10/31/21	10/31/21	ABC World News Su ABC World News Su	CM	5p-530p	-----S	:30	1	\$115.00	P-04	0.00	NM	1	\$115.00
ABC NEWS-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/21	10/31/21	-----S		1				\$115.00		0.00			
N 43	KLKN	11/01/21	11/01/21	Jimmy Kimmel Jimmy Kimmel	CM	1035p-1135p	M-----	:30	2	\$70.00	P-05	0.00	NM	2	\$140.00
JIMMY KIMMEL LIVE-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	M-----		2				\$70.00		0.00			
N 44	KLKN	11/02/21	11/02/21	Jimmy Kimmel Jimmy Kimmel	CM	1035p-1135p	-T-----	:30	2	\$70.00	P-05	0.00	NM	2	\$140.00
JIMMY KIMMEL LIVE-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	-T-----		2				\$70.00		0.00			
N 45	KLKN	11/03/21	11/03/21	Jimmy Kimmel Jimmy Kimmel	CM	1035p-1135p	--W----	:30	2	\$70.00	P-05	0.00	NM	2	\$140.00
JIMMY KIMMEL LIVE-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	--W----		2				\$70.00		0.00			
N 46	KLKN	11/04/21	11/04/21	Jimmy Kimmel Jimmy Kimmel	CM	1035p-1135p	---T---	:30	2	\$70.00	P-05	0.00	NM	2	\$140.00
JIMMY KIMMEL LIVE-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	---T---		2				\$70.00		0.00			
N 47	KLKN	11/05/21	11/05/21	Jimmy Kimmel Jimmy Kimmel	CM	1035p-1135p	----F--	:30	2	\$70.00	P-05	0.00	NM	2	\$140.00
JIMMY KIMMEL LIVE-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	----F--		2				\$70.00		0.00			
N 48	KLKN	10/30/21	10/30/21	Sat 1035p-1135p Sat 1035p-1135p	CM	1035p-1135p	-----S-	:30	1	\$50.00	P-05	0.00	NM	1	\$50.00
ET WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 43186
 Alt Order #: 27571111
 Flight Dates: 10/30/21 - 11/05/21

Advertiser: Herbster for Governor
 Product Desc: Order
 Estimate: C30N05

KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/25/21	10/31/21	-----S-			1			\$50.00		0.00			
N 49	KLKN	10/30/21	10/30/21	Ch 8 News Sat at 10p Ch 8 News Sat at 10p	CM	10p-1035p	-----S-	:30	1	\$225.00	P-05	0.00	NM	1	\$225.00
CHANNEL 8 EYEWITNESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/25/21	10/31/21	-----S-			1			\$225.00		0.00			
N 50	KLKN	10/31/21	10/31/21	Ch 8 News Sun at 10p Ch 8 News Sun at 10p	CM	10p-1035p	-----S	:30	1	\$250.00	P-05	0.00	NM	1	\$250.00
CHANNEL 8 EYEWITNESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/25/21	10/31/21	-----S			1			\$250.00		0.00			
N 51	KLKN	11/01/21	11/01/21	M-F 630p-7p M-F 630p-7p	CM	630p-7p	M-----	:30	1	\$150.00	P-05	0.00	NM	1	\$150.00
ENTERTAINMENT TONIGH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	M-----			1			\$150.00		0.00			
N 52	KLKN	11/02/21	11/02/21	M-F 630p-7p M-F 630p-7p	CM	630p-7p	-T-----	:30	1	\$150.00	P-05	0.00	NM	1	\$150.00
ENTERTAINMENT TONIGH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	-T-----			1			\$150.00		0.00			
N 53	KLKN	11/04/21	11/04/21	M-F 630p-7p M-F 630p-7p	CM	630p-7p	---T---	:30	1	\$150.00	P-05	0.00	NM	1	\$150.00
ENTERTAINMENT TONIGH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	---T---			1			\$150.00		0.00			
N 54	KLKN	11/05/21	11/05/21	M-F 630p-7p M-F 630p-7p	CM	630p-7p	----F--	:30	1	\$150.00	P-05	0.00	NM	1	\$150.00
ENTERTAINMENT TONIGH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	----F--			1			\$150.00		0.00			
N 55	KLKN	11/02/21	11/02/21	Tuesday Prime 3 Tuesday Prime 3	CM	9p-10p	-T-----	:30	2	\$300.00	P-05	0.00	NM	2	\$600.00
QUEENS-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/01/21	11/07/21	-T-----			2			\$300.00		0.00			
													Totals	78	\$7,600.00



125 West 55th St
New York, NY 10019

Contract # 27571111 Changes as of: 10/29/2021 at 10:22 AM Version: Current State Version 1
CPE: HRBST/ORDR/C30N05 Flight: 10/30/21 - 11/5/21
Agency: Smart Media Group Advertiser: Herbster for Governor
Product: Order
Agency Order #: 30077858
Buyer: Dome, Patricia
Salesperson: ALEXANDRA BRADLEY
202-955-5342
Primary Demo: Adults 35+
Assistant: ALEXANDRA BRADLEY
202-955-5342
Con Type: POLITICAL/NOTE
Total \$: \$7,600.00
Total Spots: 78
Total CPM: \$63.39
Total GRP: 119.9
Traffic #: 43186

Separation:

Comments: Herbster for Governor New order. Starts tomorrow confirm receipt

#	Day/Time	DP	Program	Rate	Len	10/30 - 11/5										Total Spots	Total		GRP*
						10/30	10/31	11/1	11/2	11/3	11/4	11/5		\$	CPP*				
M-F	1 11a-12n		CHANNEL 8 EYEWITNESS	\$50.00	30	0	0	2	2	2	2	2	2	10	\$500.00	\$31.25	16.0		
M-F	2 12n-1p		GMA3: WHAT YOU NEED T	\$25.00	30	0	0	2	2	2	2	2	2	10	\$250.00	\$27.78	9.0		
M-F	3 4p-5p		DR. PHIL	\$50.00	30	0	0	1	1	1	1	1	1	5	\$250.00	\$38.46	6.5		
M-F	4 7a-8a		GOOD MORNING AMERICA	\$90.00	30	0	0	2	2	2	2	2	2	10	\$900.00	\$75.00	12.0		
M-F	5 8a-9a		GOOD MORNING AMERICA	\$90.00	30	0	0	1	2	1	2	2	1	7	\$630.00	\$75.00	8.4		
Su	6 7a-8a		WEEKEND GOOD MORNING	\$70.00	30	0	1	0	0	0	0	0	0	1	\$70.00	\$58.33	1.2		
Su	7 8a-9a		THIS WEEK	\$65.00	30	0	1	0	0	0	0	0	0	1	\$65.00	\$65.00	1.0		
M-Su	8 5:30p-6p		ABC WORLD NEWS	\$190.00	30	0	0	1	0	1	0	1	1	3	\$570.00	\$63.33	9.0		
M-F	9 5p-5:30p		CHANNEL 8 EYEWITNESS	\$150.00	30	0	0	1	1	1	1	1	1	5	\$750.00	\$65.22	11.5		
M-F	10 6p-6:30p		CHANNEL 8 EYEWITNESS	\$185.00	30	0	0	1	1	1	1	1	1	5	\$925.00	\$68.52	13.5		
Sa	11 5:30p-6p		ABC NEWS-SAT	\$150.00	30	1	0	0	0	0	0	0	0	1	\$150.00	\$71.43	2.1		
Su	12 5p-5:30p		ABC NEWS-SUN	\$115.00	30	0	1	0	0	0	0	0	0	1	\$115.00	\$50.00	2.3		
M-F	13 10:35p-11:37p		JIMMY KIMMEL LIVE-ABC	\$70.00	30	0	0	2	2	2	2	2	2	10	\$700.00	\$100.00	7.0		
Sa	14 10:35p-11:35p		ET WEEKEND	\$50.00	30	1	0	0	0	0	0	0	0	1	\$50.00	\$45.45	1.1		
Sa	15 10p-10:35p		CHANNEL 8 EYEWITNESS	\$225.00	30	1	0	0	0	0	0	0	0	1	\$225.00	\$107.14	2.1		
Su	16 10p-10:35p		CHANNEL 8 EYEWITNESS	\$250.00	30	0	1	0	0	0	0	0	0	1	\$250.00	\$113.64	2.2		
M-F	17 6:30p-7p		ENTERTAINMENT TONIGH	\$150.00	30	0	0	1	1	0	1	1	1	4	\$600.00	\$71.43	8.4		
Tu	18 9p-10p		QUEENS-ABC	\$300.00	30	0	0	0	2	0	0	0	0	2	\$600.00	\$90.91	6.6		
TOTALS:					3	4	0	14	2	0	0	0	14	78	\$7,600.00	\$63.39	119.9		



125 West 55th St
New York, NY 10019

Contract # 27571111	Changes as of: 10/29/2021 at 10:22 AM	Version: Current State Version 1
CPE: HRBST/ORDR/C30N05	Flight: 10/30/21 - 11/5/21	Station: KLN
Agency: Smart Media Group	Advertiser: Herbster for Governor	Market: Lincoln&Hsing-Kmy-Pis DMA
PO BOX 26067 ALEXANDRIA, VA 22313	Product: Order	Office: WASHINGTON
Agency Order #: 30077858	Buyer: Dome, Patricia	Service: Nielsen
Salesperson: ALEXANDRA BRADLEY 202-955-5342	Primary Demo: Adults 35+	Total Spots: 78
Separation:	Assistant: ALEXANDRA BRADLEY 202-955-5342	Total CPP: \$63.39
		Total GRP: 119.9
		Traffic #: 43186

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/29/21 10:22 AM	System	Notice Received.
10/29/21 9:39 AM	TREVOR HEATON	Herbster for Governor New order. Starts tomorrow confirm receipt

Competitive Information	
Market Budget:	\$23,750
KLKN Share:	32%
Comment:	Est
Unknown:	68%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	78	\$7,600.00	119.9
Total	100%	78	\$7,600.00	\$63.39 119.9

Monthly Summary		
Month	Spots	Dollars
2021-Oct	7	\$925.00
2021-Nov	71	\$6,675.00
Total	78	\$7,600.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	10/29/21 9:46 AM					\$0
New	10/29/21 9:34 AM	TREVOR HEATON	Confirmed	78		\$7,600.00

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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